Transform Your Business with
Complete Intelligence
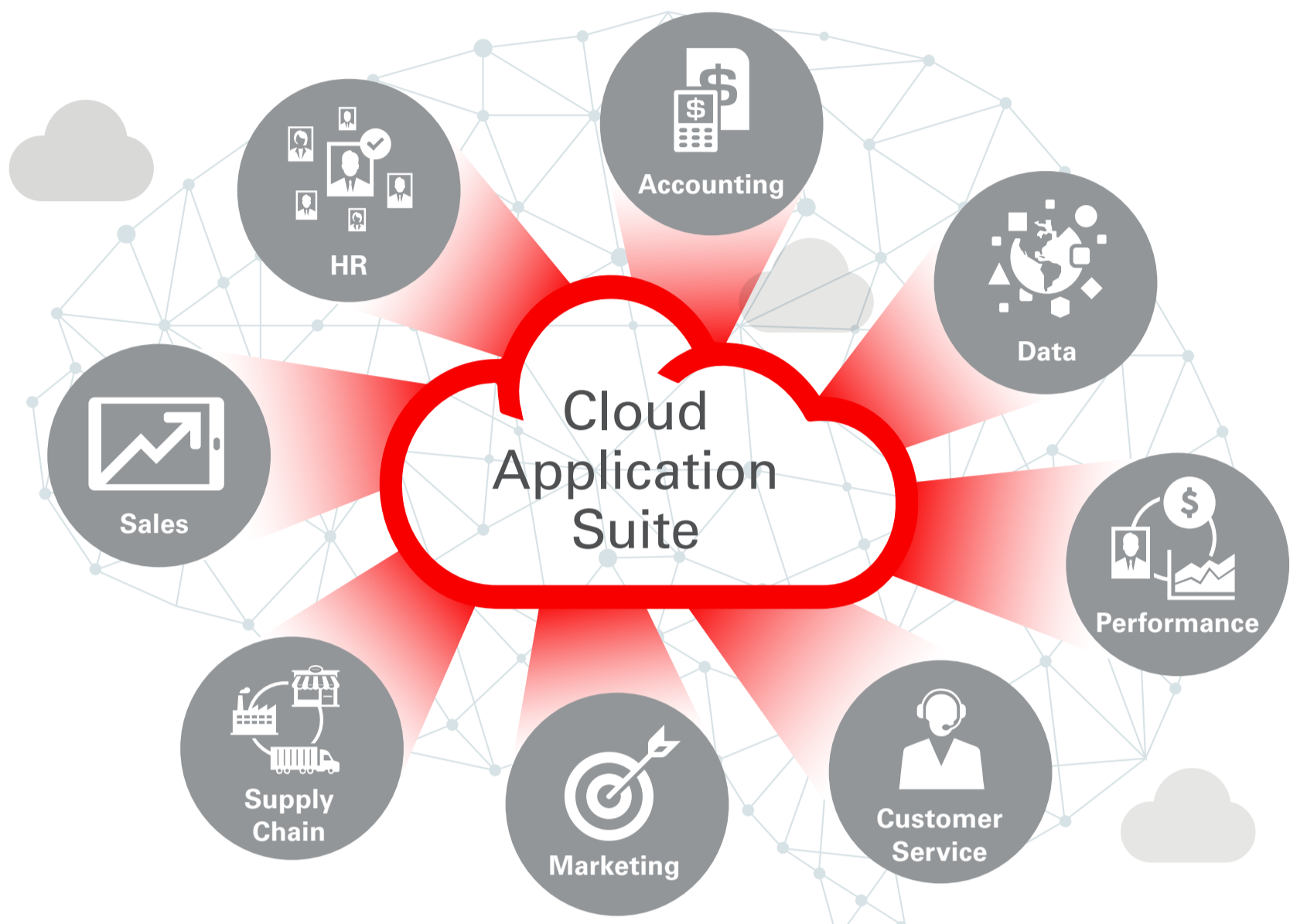
> " It is hard to make intelligent decisions when you have only partial facts "
>
> **Sherlock Holmes**

WHAT IS A COMPLETE CLOUD APPLICATIONS SUITE?

A complete cloud applications suite is comprised of a set of software-as-a-services, that connects your data with end-to-end business processes in:

- Accounting
- HR
- Data
- Sales
- Cloud Application Suite
- Performance
- Supply Chain
- Marketing
- Customer Service

Improve business IQ using data from across the **WHOLE** business, not just a piece of it. A complete cloud applications suite is modular, yet connected, eliminates data silos, and easily enables a connected intelligent business.

WHY DO YOU WANT A CONNECTED INTELLIGENT BUSINESS?

Your business's IQ is based upon its **ability to see and act beyond** historical reporting.

TRANSFORM BUSINESS IQ WITH:

- The power of data from across your entire business
- Real-time external data:
  - behavioral,
  - locational (GPS),
  - weather,
  - click stream, and etc.
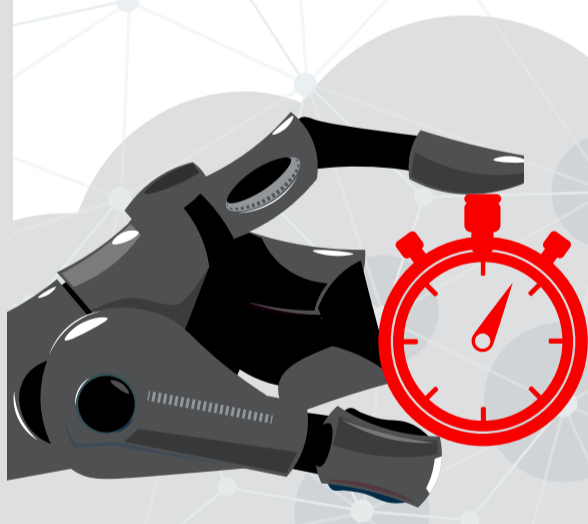- Better, faster intelligent business outcomes

RESPONSE TIME NEEDED: Milliseconds versus Minutes or Hours or Days

Business problem:
Cannot meet customer demands in today's real-time response environment.

Solution:

- Have your business data all in one place in the cloud
- Have external data sources near apps to reduce latency
- Feed data to adaptive intelligent apps for faster response time

Complete Intelligence	=	The power of your internal data	+	The power of real-time external data

Example: Determine the ideal time to present the best e-commerce offer to sell a truck to a customer.

INTERNAL DATA

- Customer last purchase
- Customer payment history & credit
- Customer loyalty & frequency of purchase
- Customer service records

EXTERNAL DATA

- Customer current geo-location relative to a truck dealer
- Weather information- current and predicted-next few months
- Customer's life events
- Employment history
- Entertainment preferences

It Just Makes Sense

It's time to transform your business and provide the next level of experiences for your customers.

For more information please visit
oracle.com/applications

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